

DONATION GUIDELINES

Adopted November 2005



**City of Eugene
Parks and Open Space Division**

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**THE EXECUTIVE DIRECTOR OF THE PUBLIC WORKS DEPARTMENT OF THE
CITY OF EUGENE ORDERS AND DIRECTS THAT:**

I have reviewed the guidelines contained herein pertaining to donations in support of Parks and Open Space goals in the City of Eugene. I find these guidelines to be consistent with the goals and policies of the Parks and Open Space Division and other adopted City policies. Therefore, these guidelines are hereby adopted to be used by staff in the application and administration of donations and donation requests.

Dated this _____ day of _____, 2005.

**Kurt Corey, Executive Director
Public Works Department**

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Guidelines for Donations, Memorials and Sponsorship Contributions

1. INTRODUCTION

The City of Eugene Parks and Open Space Division recognizes the enormous value of direct community support. Eugene parks are very fortunate to receive support from hundreds of community members who regularly give time, money, property, and individual expertise to help ensure the parks system continues to thrive and provide vital benefits and quality of life for Eugene residents. Whether through foundations, corporations, non-profit organizations, service clubs, or as individuals, these community members work to augment park development, maintenance and improvement program budgets adopted annually by the Eugene City Council.

This document has been approved by the Executive Director of the Public Works Department with the intent of insuring that philanthropic traditions are fostered, that donors are treated with consistency and fairness, and that contributions are recognized in ways that support park resources and values. These guidelines shall be implemented through the authority of the Director of the Parks and Open Space Division.

2. APPLICATION OF GUIDELINES

These guidelines shall apply equally to donors. Exceptions to these guidelines may be made only through a pre-determined donation program, fundraising campaign, or partnership agreement developed and administered by, or in cooperation with, the Parks and Open Space Division. Examples of pre-determined programs include the Hays Tree Garden, the RiverPlay fundraising campaign, and the Parks & Open Space Gift Catalog.

3. DONATION REQUEST PROCEDURE

All donation requests may be submitted to the Parks and Open Space Division for consideration using a standard "Parks & Open Space Donation Request" form, unless otherwise specified through a partnership agreement or pre-determined donation program. Donation request forms are available online at www.eugene-or.gov, at the Parks and Open Space Division office, located at 1820 Roosevelt Blvd., Eugene, OR 97405, or by calling 682-4800. Completed donation request forms should be delivered to the Parks and Open Space Division office. Please note that request forms cannot be accepted at individual park locations.

For donated items, or for cash donations for the purchase of a specific item, a preliminary site visit and discussion between the donor and Parks and Open Space Division (POS) staff is often beneficial before final approval can be given. Typically, no design work, processing of permits, or detailed research can be performed until a donation has been approved and items and/or donated funding are received by the Division or sponsor organization, or a signed agreement by the donor to deliver such by a specific date, has been received. If applicable, a final design must be approved in writing by POS staff prior to ordering, manufacture, or construction of any donation items or features. Completed or installed items or features that have not been approved in writing may not be accepted, may be removed, or reasonable requests may be made to correct any unacceptable elements.

Donation requests will be reviewed by the Parks Development Coordinator with the assistance of other staff for consistency with these guidelines. Donation requests will be reviewed in a timely manner, typically within 60 days of donation request submittal. The Parks and Open Space Division retains the right to accept or deny donation requests, except as described in *Appendix A, Naming Policy*. Special requests or appeals may be submitted in writing to the Parks and Open Space Director.

Guidelines for Donations, Memorials and Sponsorship Contributions

GENERAL DONATION CRITERIA

Donations shall be consistent with the following criteria:

- a) Donations must support the needs of a specific park or facility in compliance with an adopted plan or other written guideline regarding use, management or improvement of the park or facility.
- b) It is suggested that donations follow a prioritized list of approved projects and programs as defined by the Parks & Open Space Division.
- c) In the absence of an adopted plan or prioritized list of approved projects for a particular location, donation requests must demonstrate consistency with the customary use and best knowledge of future use of the desired location, as determined by Parks & Open Space Division staff review.
- d) Donations shall include the true cost of donated items including staff time, labor, materials, and permits used in procurement and establishment of the donation, and a 30% endowment contribution for maintenance.
- e) Corporate donations are encouraged but shall not constitute an endorsement of or by the City of Eugene Parks and Open Space Division. Donations implying or suggesting commercial advertising or solicitation will not be accepted.

5. DONATED ITEM EVALUATION CRITERIA

Potential donated projects, features, facilities, objects, artifacts, or materials (henceforth “items”) shall be evaluated by Parks and Open Space Staff according to the following guidelines:

- a) Donated items shall be considered only if there is an appropriate and safe location for placement.
- b) Donated items shall be made of durable, high-quality materials and construction, and shall be in good condition to allow proper installation and long-term function.
- c) Donated items must be free of inherent hazards or any other characteristics that could potentially cause harm or injury.
- d) In considering donated items for specific sites, future plans for each site must be considered, including improvements, renovations, conversions, or other changes in use.
- e) Donated items must be free of donor-imposed encumbrances, except as agreed to in writing by the Parks and Open Space Division.
- f) Donated items must be deemed in keeping with the character of the specific park or facility with consideration to scale, materials, subject, and style of the item and in relation to the physical site, its uses, and its users.
- g) Donation of art objects or creations to parks shall be made according to the City of Eugene’s Art Donation Policy, and shall also comply with all criteria listed herein.

Guidelines for Donation, Memorial and Sponsorship Contributions

6. RECOGNITION OF DONATIONS

It shall be the goal of the Parks and Open Space Division to recognize all donations in one or more forms according to these guidelines. In order to protect park resources, values, and the experience of park users, methods of recognition and utilization of contributions shall fully respect the function, public values, needs, master plans, and priorities of park property and facilities. Such recognition and utilization of contributions shall be appropriate to the character of each individual park, shall not detract from park users' experiences or expectations or impair the visual properties of the park environment, shall not be perceived as advertising or commercializing the park, and shall not create a feeling or perception of proprietary interest.

- a) In the interest of equal treatment of donors, recognition of donations shall be made in accordance with standardized giving levels, with a preference for recognition of all donations to be made by direct acknowledgment to the donor (e.g. letter of acknowledgment) and other off-site recognition, and to minimize on-site forms of recognition. Exceptions may be granted in special circumstances with the approval of the Parks and Open Space Director.
- b) In order to prevent the proliferation of signs and visual clutter in the park environment, off-site forms of recognition are preferred. When a physical form of on-site recognition is appropriate, temporary forms are preferable. Approved on-site recognition may be considered only in a manner that does not detract from the values, goals, and objectives of the Parks and Open Space Division or the appearance or function of the donated item, and that is otherwise consistent with donation guidelines. See Appendix B
- c) All on-site recognition shall be subordinate to, and harmonize with, the characteristics of a park or facility and surroundings, and shall not inhibit routine park maintenance, use and enjoyment or detract from the park's values or interpretive message.
- d) In all forms of recognition, a donor's wishes for anonymity shall be respected.
- e) Corporate tag lines or marketing messages shall not be permitted on any form of recognition.
- f) Naming for City parks, facilities or features shall be administered according to a Naming Policy (see Appendix A).

7. GIVING LEVEL STANDARDS

Recognition of donations through the above-listed methods shall occur according to the following giving level standards, except as described in Appendix B, Bench, Tree and Plant Donations. Each giving level may include one or more forms of recognition from lower giving levels where appropriate. Standards may be refined or modified through a pre-determined donation program, fundraising campaign, or partnership agreement developed and administered by, or in cooperation with, the Parks and Open Space Division. The dollar amounts below represent cash or equivalent, appraised value.

\$1000 and under	Letter of recognition
\$1000 - \$5000	Off-site recognition
\$5000 - \$10,000	Temporary sign
\$10,000 - \$25,000	Integrated sign
\$25,000 and above	Plaque or permanent marker

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8. METHODS OF RECOGNITION

Off-Site Recognition

New and innovative methods of off-site recognition will continually be developed to honor the generosity of community donors. Examples include:

Letter of Recognition - A letter of recognition and thanks will be sent to all donors. The letter will acknowledge the amount of the gift, the donor, special circumstances that apply, and the date of acceptance. The letter will serve as evidence of the gift for the purpose of the donor's tax records. The letter will not attempt to value non-monetary gifts.

Website Donor List – Donor lists may be kept on the City of Eugene website to recognize and appreciate donor contributions. Typically, online donor lists will be kept for a minimum of five (5) years.

Eugene Outdoors Newsletter – Articles about donors, donation projects or other mention of donor names in newsletter publications provide direct and community-wide recognition of contributions. Newsletter articles may include detailed descriptions of projects and accomplishments that can help the community recognize the value of donations and public-private partnerships, thereby supporting expanded interest in donation and volunteer programs.

Other Publications – In order to share specific information with the community supporting the use of Eugene's park system, a wide range of other printed materials such as activity calendars, maps, guides, books and brochures are regularly published. These materials may include recognition of an underwriting sponsor, or, as appropriate, credit contributions towards a specific park, facility, or program.

On-Site Recognition

Temporary Signs – Temporary signs may be used to acknowledge donor contributions on-site during a project period (i.e. construction period, or the duration of a specific event or project - see Figure 1). Temporary signs shall be uniform, of appropriate design and scale, and clearly indicate both the Division and the Division's recognition of the donor's contributions. Signs may carry a brief project-related or interpretive message. Signs shall be consistent with park sign design standards. Temporary signs shall be placed during the project period (e.g. construction period) and for no more than 90 days thereafter. However, phased or long-term projects may require appropriate exceptions, as determined by the Parks and Open Space Director.



Figure 1. Example of a temporary sign

Integrated Signs – Recognition of donor contributions may be considered on certain directional,

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interpretive, and informational signs. For instance, a trail head map or sign may also recognize a donor's significant contributions towards the construction of the trail. Similarly, interpretive displays may note that particular features such as overlooks or other facilities exist through the generosity of specific donors or volunteers. Recognition shall be clearly and substantially subordinate to the sign's intended message or information, and shall be consistent with park sign design standards. Single-purpose recognition signs shall be avoided.

Sign recognition, like permanent plaques, may be proposed only for significant contributions (of time, money, land, etc.) that provide exceptional, long-term benefit to a park or facility. Signs shall be located in developed areas and preferably on or inside an existing structure. Typically, signs may not be placed in a natural area or affixed to cultural resources. No commitment for sign maintenance for more than five years will be made by the City.

Donor Boards – Placement of a donor board recognizing multiple donors may be permitted in appropriate locations provided the board is subordinate to, and in keeping with, the character of the park, is consistent with park sign design standards, and harmonizes with other features (e.g. interpretive displays). Donor boards must be part of a pre-defined donation program sponsored or co-sponsored by the Parks and Open Space Division.

Donor boards should be constructed of durable, high-quality materials, may allow recognition of multiple donors through easily replaceable/exchangeable means, and may include a range of donation categories (e.g., volunteers, memorial gifts, donation of exhibit or archive materials, funds, etc.) as appropriate.

Donors shall be advised that donor boards are not intended to be permanent and may need to be removed at any time due to future renovations, persistent vandalism, maintenance issues, or other unforeseen circumstances.

Permanent Plaques – Permanent plaques may be permitted only with the approval of the Director and may be proposed only for significant contributions (of time, money, land, etc.) providing exceptional, long-term benefit to a park or facility. Permanent recognition plaques shall be placed only in developed areas in conjunction with existing facilities (e.g., visitor center, parking area, environmental education center, entry area, etc.) and shall be harmonious and integrated with the character and features of the park, as determined by Parks and Open Space staff.

Interpretive Programs – Occasionally, significant donor contributions are directly related to a park or facility, such as through land donation, project sponsorship, or major restoration work. In such cases, it may be appropriate to mention a donor's contribution during selected interpretive programs, events, or materials, or when the donation is directly related to the subject of interpretation

9. NAMING

A complete naming policy is outlined in Appendix B of the Parks and Open Space Division Donation Guidelines.

10. RECOGNITION OF DONATED ITEMS

Specific items may be donated for placement and use in parks and parks facilities according to Section 5,

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Donated Item Evaluation and Criteria. Recognition of a donated item displayed in a park shall be allowed according to Section 8, Methods of Recognition, and as appropriate for the value of the gift as determined by an independent appraisal. Recognition through interpretive material associated with a donated item may be allowed if consistent with recognition guidelines.

11. RECOGNITION OF MEMORIAL GIFTS

Memorial donations (gifts made in memory of a deceased person) may be recognized in the same way as other gifts, i.e. through any form of recognition described in Section 8, and shall meet the criteria for each specific form of recognition. Inclusion of dates in on-site recognition is strongly discouraged. Instead, memorial donation recognition may precede the name of the memorialized individual with the words, "In memory of," except as described otherwise through a pre-defined donation program.

NOTE: Placement of personal, human or animal remains or other objects is expressly prohibited within the City of Eugene parks and open space system and shall not be approved or permitted.

12. EXISTING ON-SITE RECOGNITION

A range of donor recognition and memorials currently exist throughout the parks and open space system, some of which may not be in conformance with these guidelines. Out of respect for these donors and their families, existing on-site recognition established prior to the enactment date of this document shall be allowed to remain until such time as they are removed or replaced in accordance with the guidelines established in Appendix B.

13. PARTNERSHIPS

The Division may elect to enter into a partnership with other organizations for purposes of soliciting donations for a specific program, project, or event. Partnerships represent a special relationship in which the Division and partner organization(s) cooperatively pursue a common goal for community benefit supporting the mission of the Parks and Open Space Division. A written agreement shall be drafted and signed by both parties prior to dedication of significant City resources such as funding or staff time. The agreement shall establish the goals, expectations, commitments and obligations, roles, time line, and specific outcomes for the partnership. Recognition of partner organizations' contributions shall follow guidelines for donor recognition as established in this document, unless otherwise stated in the partnership agreement.

14. EVENT SPONSORSHIP

Special events sponsored in appropriate park venues by both non-profit and for-profit organizations represent a legitimate source of recreation for community members. Special events fall into two categories: 1) privately-sponsored events allowed under a special use permit and; 2) events in which the Parks and Open Space Division participates as a sponsor or co-sponsor in support of Parks and Open Space Division objectives. Special regulations regarding events and special use permits are described in the Eugene Park Rules.

Signs or banners advertising privately-sponsored events may be placed within the park at the perimeter of the approved event venue and within the event venue. If requested and approved through the special use permit, unobtrusive directional signs may also be placed at selected, permit-approved locations within the park for purposes of way-finding. Signs must be placed no sooner than 24 hours preceding the event, and shall remain for no more than 24 hours following the event.

Limited on-site use of event sponsors' logos and names on event facilities, signs, and printed materials at special events may be allowed at the discretion of the Director. The size, scale, and location of corporate

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logos and names shall be subordinate to the event facilities and area. Under no circumstances shall corporate logos and or names be displayed in a manner suggesting endorsement by the City of Eugene or the Parks and Open Space Division.

If sponsorship of a special event requires on-site recognition of donors or sponsors, a written agreement shall be drafted and executed prior to approval of the event wherein the responsibilities of each party shall be described, including specific language to eliminate the appearance of endorsement by the City of Eugene. This documentation may be in the form of a special use permit, a memorandum of understanding, or an exchange of letters or other written agreement.

15. ADOPTION PROGRAMS

Adopt-a-Park, Adopt-a-Trail, and other adoption programs are designed to provide significant community care and support of specific parks and facilities through volunteer labor or other donations in exchange for recognition of this support. Adoptions shall be considered partnerships, documented in a signed agreement, and may be recognized through a sign located at the place of adoption for the duration of the adoption. Adoption signs shall be consistent with park sign design standards, and shall be subject to the approval of the Parks and Open Space Director.

16. CATALOG PROGRAMS

Catalog programs may be developed to raise funds for specific park-related needs. Catalogs may offer a variety of items such as picnic tables, benches, trees, shrubs, perennials, and building materials at a pre-determined donation amount (which shall include costs described in Section 4). Catalog programs shall be reviewed and approved by the Parks and Open Space Director for content, methods, and adherence to these guidelines prior to establishment. Catalog programs shall include a price list and description of a variety of items. All prices must include necessary administrative costs and a 30% surcharge to be placed in a maintenance endowment account.

17. ENDORSEMENTS

Standards of ethical conduct issued by the City of Eugene and conflict of interest statements prohibit City employees from using or permitting the use of their position, title, or authority to endorse any products, service or enterprise. However, the standards allow exceptions when endorsement is given by the Division as recognition in support of the Division's mission. The following forms of endorsements may be allowed:

Letter or Public Statement – Private individuals or organizations often engage in activities that contribute clearly to the Division's mission, including, but not limited to, the donation of funds, supplies or services. In appropriate cases, the Director or appropriate staff designee may issue a letter or public statement commending and endorsing an individual's or organization's efforts.

Divisional Endorsement in Partner Organization Literature – If an organization is engaged in fundraising under an approved agreement with the Division, the organization's fundraising literature and public statements may include a quotation from the director (or designee) commending the organization's efforts and endorsing the fundraising activity.

Divisional Recognition in an Organization's Self-Advertising Promotion – Any entity may reference the Division's commendation, certificate, plaque, or other form of recognition from the Division in its own advertising, promotions or other activities that are intended to promote good will or enhance corporate name recognition. In these instances, care should be taken to reference only the Parks and Open Space Division's recognition of contributions to the community and specifically avoid implying or suggesting any endorsement of a product or service offered by the

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entity.

18. CORPORATE LOGOS

City parks are not considered appropriate venues for advertising, and it is therefore desirable to minimize the use of corporate names, logos, and slogans within the park environment. The use of corporate logos may be permitted in conjunction with approved special events. Corporate names (but not logos, tag lines, or slogans) may be used in any form of recognition for donations as described in Section 8. Corporate logos may not be used except to acknowledge donations of \$25,000 or more, or for special partnership programs. In all cases, corporate logos shall be unobtrusive and subordinate to the donation or event message, and shall not contain corporate tag lines or other marketing-oriented phrases.

19. SPECIAL PRIVILEGES

Making a donation or co-sponsoring a special event does not entitle the donor/sponsor to any special privileges, other than those described herein, in the park rules, or as authorized and administered by the Division prior to acceptance of the donation. Any requests by such parties shall be subject to the same approval criteria as a request by any member of the public (e.g. special use permits).

20. EMPLOYEES

Forms of employee recognition such as "Employee of the Month or Year" plaques, shall be allowed where such displays are part of a formal, pre-determined program in conformance with these guidelines.

21. MAINTENANCE AND DURATION

Improvements made in a public space become the property of the public and will be maintained accordingly by the Parks and Open Space Division under the administrative direction of the Director. The Division can offer no guarantee or obligation, legal or otherwise, to maintain or replace signs, plaques, materials, equipment, structures, or other donated resources that are vandalized, lost, stolen or otherwise damaged or destroyed. However, maintenance of donated items may occur as follows:

The responsibility of the Division for maintenance or replacement of donated resources serving a direct, broad public benefit shall be treated as equal to the responsibility for maintenance and replacement of other City property, at the discretion of the Director, for a maximum period of ten (10) years, unless other provisions for maintenance and/or replacement have been stipulated in a written agreement with the donor. Typically, maintenance staff are able to respond only to major vandalism, graffiti or other damage. Donors should be aware that staff are unable to carry out higher levels of care such as cleaning, sanding, polishing, oiling, or other treatments that address normal age and use. The Division reserves the right to remove or relocate donated items or donor recognition when reasonably required as a result of necessary park operations.

The maintenance or replacement of donor recognition, except in association with signs or other materials providing direct, broad public benefit, shall be the responsibility of the donor. The City reserves the right to remove or modify donor recognition that is hazardous, damaged, in poor repair, or that interferes with park operations.

At any point after the ten-year period described above, if the condition of a donated item requires extensive maintenance or removal, an effort will be made to contact the original donor. Donors will be given the opportunity to replace the item at the actual cost at the time of replacement according to Section 4d. If the donor declines to replace the item, the item may be removed and may become available again to the general public as a donation opportunity.

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If practical, donation recognition shall be removed from deteriorated items and returned to the donor. If a donor cannot be reached, recognition material shall be retained by the Parks and Open Space Division for a period of one year to be claimed by the donor. Unclaimed recognition may be recycled or discarded after one year.